

WHEN A MAN'S MARRIED



BIG DEMAND FOR OAKLAND CARS

Company Expects to Go Above \$10,000,000 Mark This Year

By George E. Daniels, vice president of Oakland Motor Car Co.

When one analyzes the automobile conditions as they exist today, one finds that the present status is not a question of supply and demand, but a condition that exists among a number of companies. The demand is just as strong as it ever was. However, the buying has never been heavy during October, November and December, and so nothing unusual should be thought of a little slowing down of business at this particular time.

The industry is peculiar in this respect that there are "lean" months and "fat" months, hence all companies have to do heavy financing during this quiet selling period.

During October, November and December, when material is coming in for the following season, shipments, as a rule, do not even up the incoming obligation, hence companies seek assistance from the banks during this period.

Future Market Uncertain. It is hard to accurately anticipate the future market. A manufacturer, looking ahead, will receive favorable reports from certain dealers or certain sections and apparently particular months look bright, and then something happens that upsets these forecasts. Last spring, some sections of the country were affected by floods, other parts later in the year by poor crops. Sales that were anticipated from these quarters never materialized.

I am inclined to believe that road conditions in this country are affecting the motor car industry more than we realize, especially during this dull period. It is hard to estimate the increased business which would result if we had long stretches of perfect highways. There always will be a steady demand for cars, but we are never going to be able to achieve this without road improvements.

It has been said for some time that it would be the survival of the fittest and we are just beginning to realize that this is actually so.

It is the weak companies that are responding business. One will find upon investigation that there are good reasons why some of them have been unsuccessful.

How to Sell Cars. There are four vital essentials necessary to enable a manufacturer to market a motor car successfully.

First of all, the car must be meritorious; second, the material must be purchased at a price consistent with quality and quantity; third, it is necessary to let the world know what you are making—you must advertise; and lastly, it is absolutely necessary to have a distribution plan extensive enough to market the product after it is made.

It is one, two or all of these things that the weak companies lack. With one or two others, it has been a matter of financial mismanagement, which was of the brainstrom variety, and for this class I do not have any sympathy at all.

Selling for our own company, I can only say that we are very much pleased with our own business.

In going over a statement for the period extending from Aug. 1 to Dec. 1, 1912 and 1913, I find that we show a gain in every way.

We produced more cars this year than during the corresponding period of last year. I find that in actual sales we show an increase of 28 per cent and for November an increase of 35 per cent.

Receipts Increase. In the matter of gross receipts from Aug. 1 to Nov. 30, 1913, we find the total \$2,225,000, which is about \$500,000 more than we received for the same period last year. We have a good supply of orders for immediate shipment and a tremendous number of orders for spring delivery.

With the coming of the new year we are greatly increasing our production and by Feb. 1 the factory will be running heavier than last year. We are now manufacturing in quantities, our light-Six. From the advance sales we are confident that this model will prove to be one of the most popular light-Sixes on the market.

This company last year did a business of over \$10,000,000 and expects not only to equal this amount this year, but to better it considerably.

TIGHTEN UP SPARK PLUGS.

"Don't fail to slightly tighten up all the parts of the spark plug after it has been used for the first time," says a manufacturer of spark plugs. "Most manufacturers ship plugs with the brass bushings slightly loose, to allow for the expansion of the metal parts from heat. This eliminates the possibility of cracking the porcelain when the plug is first used."

SEEM EAGER IN ENGLAND FOR AMERICAN MADE CAR

Continued From First Page.

additional machinery in order greatly to increase the capacity."

Writing from Birmingham, United States Consul Albert Halstead says the British market now appears to be in a condition where well made electric vehicles could be introduced with prospects of profit. Telling of the reception recently given an American electric car, Mr. Halstead says:

"The car was driven from Dumfries, in Scotland, through Penrith, Kendal, Preston, Manchester, Birmingham, Coventry and other cities to London, stops having been made enroute for rests and the recharging of batteries. It is interesting to note the attitude of those supplying electricity was very favorable to the vehicle, which promises that when the use of electric vehicles warrant it practical steps will be taken to provide for the charging rates, which will make electric vehicles commercially possible. With the high price of gasoline and the prospect that it will not be reduced for some time, but may increase, this would seem to be the moment for entering the market. It should be remembered, however, that one British company has already started the manufacture of electric vehicles and that others are certain to follow if the market is promising."

Ireland is opening her heart to automobiles, according to Vice Consul Hugh H. Watson, writing from Belfast. A big jump in the popularity of motor cars has taken place in the last twelve months, Mr. Watson says. "Motor cars," he observes, "were slow in becoming popular in Belfast. Six years ago the city had but two of these garages, and few automobiles were seen on the streets. Within the past two years the trade has expanded rapidly, until there are now in the city sixteen firms dealing in motor cars and nearly as many modern and well equipped garages. In all some forty different makes of pleasure cars are represented, and, grading the machines by make and power, a choice of seventy different cars is offered to the purchaser."

"In price they range from about \$4,000 down to \$600. While six or eight six-cylinder cars are found, the great majority have but four cylinders. Three makes are fitted with eleven-valve engines. Most of the cars sold in Belfast are of British make, and in the higher priced grades the only competitors of the British cars are Continental, principally French, American cars, of which seven makes are sold in Belfast, are confined to the low priced grades, selling principally at \$1,200 or under, though one American car now sells at \$1,425. This price is for the car completely equipped and fitted with electric starter. The small cycle cars recently introduced to compete against the American low priced cars have apparently had little success."

"From the American point of view the situation is satisfactory, as American low priced cars have captured a good portion of the market. On the other hand, American cars of medium or high price have not found adequate representation here. In that class of cars which numerically leads in representation in Belfast—that is, cars costing about \$1,400 to \$1,950—and in the more luxurious types the American car is not in evidence. Moreover, American automobiles in this market are practically all touring cars. The percentage of closed cars found in a city of the climate of Belfast would probably be surprising to the American manufacturer. The lack of heat in summer, however, and the incessant rain in winter cause many people to consider no other type when purchasing."

The Oakland car is sold by Ed Shephard of the Merchants and Miners' bank.

MANY OVERLAND CARS ARE SOLD

Company Shipping 50 More a Day Than a Year Ago

The Willys-Overland Co., makers of the well known Overland car, secured 1,823 signed orders at the recent New York show. That's twice as many as was received at last year's show. Four million dollars' worth of immediate shipment orders are now entered, a total of 1,500 more than last year at this time.

The company is shipping fifty cars a day more than a year ago today, and has just had to ask the factory to increase production.

Philadelphia, Boston, Washington, Baltimore, Providence, Albany, Detroit, Grand Rapids and Denver each show 50 per cent better increase as compared with this time last year. Chicago has sold at retail to date almost as many cars as sold during all of last year.

For the last quarter of 1913, (October, November and December), the company shipped 12,979 cars, the biggest quarter in Overland history, and a quarter never equaled by any competitor.

The Overland is sold in the copper country by the Northern Garage & Supply Co. of Houghton.

The Jeffery Cars.

The Northern Garage and Supply Co. also sells the popular Jeffery cars. A Jeffery car recently was bought of the makers by Glenn Curtiss, perhaps the greatest light-engine expert in the world.

Mr. Curtiss knows what has been accomplished by the use of high-speed light motors. Some of his own greater achievements in aviation have taken place in Europe. He has had ample opportunity to observe the progress made there in light motor construction. He has seen this idea replace all others in European automobile engine development.

So when Mr. Curtiss buys a Jeffery—the first American car to recognize and adopt the light, high-speed bi-cycle motor—it is the endorsement of an expert. "The Jeffery," Mr. Curtiss says, "incorporates the latest European practice throughout."

The light, economical motor used on European cars has proved its correctness in millions of miles of continental running. The heavy motors of some American makers have demonstrated beyond doubt through their costly maintenance expense their unfitness for cars of moderate price. But these manufacturers cling to the use of the heavy type motor.

They continue to use it because until now the American motor car buyer has not realized that motor power was not dependent upon motor bulk; and because their plants are equipped to build this type of motor.

The Jeffery people cheerfully acknowledge the supremacy of the light European motor—and it has hastened to adopt that which means better service and greater satisfaction to the owners of Jeffery cars.

Auto users demanded economy, speed, sturdiness, lightness and comfort. The Jeffery Four was built to that order.

And believing in that business law which rewards the fit against the unfit, the makers feel sure that the Jeffery Four will in a very short time supplant a great many of the heavy American models.

SOME DON'TS FOR DRIVERS.

Some driving "don'ts" were given by William H. Stewart, Jr., teacher of motoring, in a lecture. He said:

"Since most operators use the foot accelerator in preference to the hand throttle, let me assume its use in the present instance. Before starting the car it may be well to note a few 'don'ts': namely, don't place the hands above the center of the steering wheel at any time; don't take a death grip on the steering wheel, as it looks awkward and is tiresome and dangerous; don't race the motor; don't move the clutch lever without disengaging the clutch; don't let the clutch in fast, especially when starting the car from a standing point; don't move the foot away from the clutch pedal when the car is moving; it should always be in position; don't start car on any other than first speed; don't slip the clutch too much, as it will burn or wear beyond repair."

Overland \$950

Completely equipped f. o. b. Toledo

Costs You 30% Less

The man who buys without comparing or analyzing only succeeds in grossly fooling himself. The better you acquaint yourself with values the more intelligently and economically you can buy.

If, in one car, you can get a longer wheelbase for less money than that car offers a greater value.

If, in one car, you get a more powerful motor for less money than that car offers you still greater value.

If, in one car, you get larger tires for less money than again in that car you get an additional value.

And so on throughout the entire car. If the fundamentals are larger, better and more powerful and the purchase price is less, which does it seem reasonable to buy?

The closer you make such an investigation the better the Overland shows up—and the harder it is on our competitors. Why is it you seldom see any of our competitors advertising their specifications? Are they afraid or ashamed?

Be that as it may here are the facts:

NORTHERN GARAGE & SUPPLY COMPANY

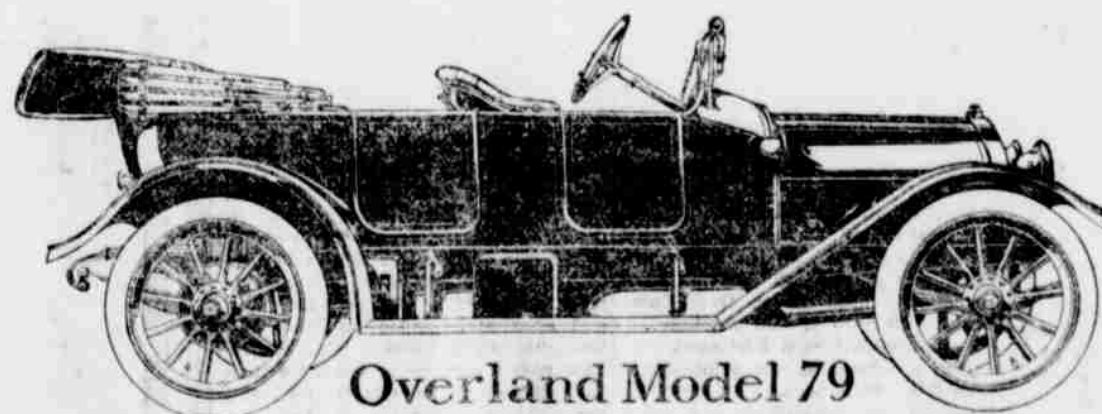
HOUGHTON

MICHIGAN

DISTRIBUTORS FOR

Jeffery 4 - - \$1550 complete
Jeffery 6 - - \$2250 complete

Overland Motor Cars
Memominee Trucks



Overland Model 79

Specifications:

Electric head, side tail and dash lights.
Storage battery.
35 horsepower motor.
114-inch wheelbase.
Three-quarter floating rear axle.

Timken and Hyatt bearings.
13 x 4 Q. D. tires.
Browster green body, nickel and aluminum trimmings.

Deep upholstery.
Mohair top, curtains and boot.
Cowl dash.
Clear-vision, rain-vision windshield.

Stewart speedometer.
Electric horn.
Flush U doors with concealed hinges.
With electric starter and generator \$1075-f. o. b. Toledo.